



Station Order Add to Schedule FL Vote No on 6 Committee

Market: Tampa-St. Petersburg

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

12103

Contact: Matt Oestreich

Phone: 813-221-5742

Email: moestreich@wfla.com

Fax: 813-275-8835

Direct: 813-314-5462

JM112092401

WFLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov	Nov	
				29	30	31	01	02	03	04	05	06	
Today II	DT	M-F	\$1,050.00			1						1	2
9:00 AM 10:00 AM		30	\$2,100.00										
Station Gross Totals			\$2,100.00			1						1	2

JM
9/24

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 9/20/2012 10:41:04 AM

WFLA-TV

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ChrisV@mediastrategies.com

Media Strategies & Research - VA
 11350 Random Hills Road
 Suite 670
 Fairfax VA 22030

Vote No On 6/ Issue
 Submission Number 135 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	2100	Campaign Ref:	JM112082401
Buyer:		Client/Product/Estimate:	11/12103	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots	1	1	1050
2	M-F 9a Today Show II T.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
Weekly Totals: Total Spots(Ord Spots)					1	1	2	

Grand Totals					Month 11 Weeks: 4			
Totals					10/29	11/05	Total	Cost
Spots					2	1	3	1
Cost					2100	1050	3150	1050

Grand Totals:

Spots:	2
Gross Total:	2,100.00
Commission:	315.00
Net Total:	1,785.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLA-TV Tampa-St. Petersburg	Date: 9/20/2012
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I, Media Strategies and Research

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

Total Charges: \$2,100.00

This broadcast time will be used by: FL Vote No on 6 Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

FL Vote No on 6 Committee

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Judith Selzer
736 Central Ave, Sarasota, FL 34236

Barbara Zdravecky

561-472-9941

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Thursday, September 20, 2011

Date

Signature

303-989-4700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title